

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 ~~for allowing a resource associated with a target document~~  
3 ~~usable for ad rendering by a first entity to be used for~~  
4 ~~rendering of content by a second entity, the method~~  
5 comprising:  
6 determining whether or not a condition is met,  
7 responsive to an ad request associated with a target  
8 document, wherein the target document is associated with a  
9 resource for rendering content;  
10 if it is determined that the a condition is met, a the  
11 first entity providing a set of at least one ad using to be  
12 rendered via the resource to render at least one ad; and  
13 if it is determined that the condition is not met, the  
14 first entity allowing the signaling the availability of at  
15 least a portion of the resource to a second entity to use  
16 ~~at least a portion of the resource to render content.~~

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1, wherein the first entity includes a  
3 content ad system.

1 Claim 3 (currently amended): The computer-implemented  
2 method of claim 2, wherein the second entity includes a  
3 publisher with which the target document is associated.

1 Claim 4 (currently amended): The computer-implemented  
2 method of claim 3, ~~further comprising:~~  
3 ~~a publisher requesting rendering of the ad by the~~  
4 ~~first entity, and~~

5        wherein the ad request associated with a target  
6        document is made by a publisher,  
7        wherein the publisher requests the ad from the first  
8        entity, and  
9        ~~in response to the request, the first entity~~  
10       ~~determining whether the condition is met.~~  
11       wherein the act of determining whether the condition  
12       is met is performed by the first entity.

1       Claim 5 (currently amended): The computer-implemented  
2       method of claim 4, wherein the condition depends on whether  
3       the first entity determines the target document can be  
4       crawled, and if not, determining that the condition is not  
5       met.

1       Claim 6 (currently amended): The computer-implemented  
2       method of claim 4, wherein the condition depends on whether  
3       the target document is available for analysis by the first  
4       entity to determine if a relevant ad is available for  
5       rendering, and if not, determining that the condition is  
6       not met.

1       Claim 7 (currently amended): The computer-implemented  
2       method of claim 4, wherein the condition depends on whether  
3       the target document contains negative subject matter, and  
4       if so, determining that the condition is not met.

1       Claim 8 (currently amended): The computer-implemented  
2       method of claim 7, wherein negative subject matter includes  
3       at least one of tragic events, pornography, alcohol  
4       promotion, tobacco promotion, gun promotion and gambling  
5       promotion.

1 Claim 9 (currently amended): The computer-implemented  
2 method of claim 4, wherein the condition depends on whether  
3 the first entity determines if a threshold number of  
4 sufficiently relevant ads are available to render in  
5 association with the target document, and if not,  
6 determining that the condition is not met.

1 Claim 10 (currently amended): The computer-implemented  
2 method of claim 9, wherein the threshold number of  
3 sufficiently relevant ads depends on a degree of topical  
4 correlation between a plurality of ads available to the  
5 first entity and subject matter of the target document.

1 Claim 11 (currently amended): The computer-implemented  
2 method of claim 4, wherein the condition depends on whether  
3 the first entity determines if a threshold number of ads  
4 are available to render in association with the target  
5 document, and if not, determining that the condition is not  
6 met.

1 Claim 12 (currently amended): The computer-implemented  
2 method of claim 4, wherein the condition is met if depends  
3 ~~on whether~~ the first entity determines that net revenue for  
4 rendering the ad will be positive, ~~and if not, determining~~  
5 ~~that the condition is not met.~~

1 Claim 13 (currently amended): The computer-implemented  
2 method of claim 12, wherein the act of first entity  
3 determining whether net revenue for rendering the ad will  
4 be positive, by the first entity, comprises:

5 determining ~~if~~ whether or not a payment is to be paid  
6 to ~~an~~ a publisher for rendering the ad; and  
7 estimating gross revenue derived from an advertiser  
8 for rendering the ad in association with the target  
9 document.

1 Claim 14 (currently amended): The computer-implemented  
2 method of claim 13, wherein the payment depends on a number  
3 of impressions of the ad using the resource of the target  
4 document.

1 Claim 15 (currently amended): The computer-implemented  
2 method of claim 13, wherein the gross revenue depends on a  
3 number of impressions of the ad using the resource of the  
4 target document.

1 Claim 16 (currently amended): The computer-implemented  
2 method of claim 13, wherein the gross revenue depends on an  
3 estimated clickthrough amount for the ad if rendered using  
4 the resource of the target document.

1 Claim 17 (currently amended): The computer-implemented  
2 method of claim 1, wherein the first entity includes a  
3 first ad system and the second entity includes a second ad  
4 system.

1 Claim 18 (currently amended): The computer-implemented  
2 method of claim 17, wherein the first ad system is a  
3 content ad system.

1 Claim 19 (currently amended): The computer-implemented  
2 method of claim 17, wherein the content includes a set of  
3 one or more ads.

1 Claim 20 (currently amended): The computer-implemented  
2 method of claim 1, ~~further comprising:~~  
3 wherein the first entity, an the ad rendering request  
4 associated with the target document is received by the  
5 first entity,  
6 wherein the target document is requested by a client  
7 system and the ad rendering request includes an identifier  
8 of the second entity,  
9 wherein based on a set of one or more criteria, the  
10 first entity determining determines to redirect the request  
11 to a the second entity based on a set of one or more  
12 criteria, and  
13 wherein the act of signaling the availability of the  
14 resource includes the first entity setting a location field  
15 in an outgoing hypertext protocol header with the  
16 identifier, causing the target document to be output to the  
17 client system with the content rendered by the second  
18 entity.

1 Claim 21 (currently amended): The computer-implemented  
2 method of claim 20, wherein the identifier includes an  
3 alternative content URL.

1 Claim 22 (currently amended): The computer-implemented  
2 method of claim 20, further comprising using remote  
3 scripting to process the ad rendering request.

1 Claim 23 (currently amended): The computer-implemented  
2 method of claim 21, wherein the remote scripting includes a  
3 Javascript an iframe.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 23, wherein the iframe is named to identify  
3 the ad rendering request to the first entity.

1 Claim 25 (currently amended): The computer-implemented  
2 method of claim 1, ~~further comprising~~ wherein if it is  
3 determined that the condition is not met, the first entity  
4 indicating to an external entity whether that the condition  
5 is not met ~~to an external entity~~.

1 Claim 26 (currently amended): The computer-implemented  
2 method of claim 25, further comprising identifying, by the  
3 first entity, ~~identifying~~ the condition to the external  
4 entity.

1 Claim 27 (currently amended): The computer-implemented  
2 method of claim 26, wherein the external entity is the  
3 second entity.

1 Claim 28 (currently amended): The computer-implemented  
2 method of claim 26, wherein the external entity includes a  
3 publisher.

1 Claim 29 (currently amended): In an ad system, a method  
2 for handling ad rendering requests comprising:  
3 receiving, by the ad system, a request to render  
4 provide content to be rendered at least one ad in  
5 conjunction with a target document;

6 determining, based on a set of one or more conditions,  
7 whether to ~~render the~~ provide at least one ad responsive to  
8 the request, and if not+, redirecting the request to an  
9 alternative entity.

1 Claim 30 (original): The method of claim 29, wherein the  
2 request identifies the alternative entity.

1 Claim 31 (original): The method of claim 29, wherein  
2 redirecting the request includes an identifier to identify  
3 the request if redirected from the alternative entity back  
4 to the ad system.

1 Claim 32 (currently amended): The method of claim 29,  
2 wherein redirecting the request is based on determining  
3 that a threshold number of relevant ads are not available  
4 for rendering in conjunction with the target document.

1 Claim 33 (currently amended): The method of claim 29,  
2 wherein redirecting the request is based on determining  
3 that a threshold amount of monetary gain will not be met if  
4 the one or more ads are rendered by the ad system.

1 Claim 34 (currently amended): The method of claim 29,  
2 wherein redirecting the request is based on determining  
3 that a threshold ad performance level will not be met if  
4 the one or more ads are rendered by the ad system.

1 Claim 35 (original): The method of claim 34, wherein the  
2 threshold ad performance level depends at least in part on  
3 an expected clickthrough rate of the one or more ads if  
4 rendered by the ad system.

1 Claim 36 (currently amended): A system comprising:  
2 a first means for rendering an ad via a resource of a  
3 target document; and  
4 a second means for determining, based on a set of one  
5 or more criteria, whether or not to have the first means  
6 render the ad via the resource of the target document and  
7 ~~allow an alternative means to render content via the~~  
8 ~~resource of the target document,~~  
9 wherein if the second means determines that the first  
10 means will not render the ad, signaling the availability of  
11 at least a portion of the resource to an alternative means  
12 to render alternative content via at least a portion of the  
13 resource.

1 Claim 37 (original): The system of claim 36, wherein the  
2 resource includes a display area on the target document.

1 Claim 38 (original): The system of claim 36, wherein the  
2 set of criteria includes an expected performance for  
3 rendering the ad via the resource of the target document.